



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract # 844826
Schedule Dates 09/18/12-09/24/12
Advertiser Service Employee's International Union (SEIU) (80
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US House (1175)
Brand Anti (Republican) (177703)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 112/119/1432
Account Types National/Political PAC - Agency
Billing Type Weekly/Irregular
Comments SEIU 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/25/12
Last Modified 09/19/12
Entered By Penne Marsh
CO-OP No
Headline # 06250549
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,145.00
Net Total \$29,155.00
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	27	\$34,300.00
Grand Total:	27	\$34,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	11:35P- 12:02A (ET)			1	1	1	1			3	\$575.00	\$1,725.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	8/22/12
2.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12P- 12:57P (ET)			X	X	X	X			1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/22/12
3.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6P- 6:30P (ET)	2		X	X	X	X			2	\$1,150.00	\$2,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/22/12
4.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6:58P- 7:28P (ET)	1		X	X	X	X			1	\$1,450.00	\$1,450.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/22/12
5.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7A- 9A (ET)	4		X	X	X	X			4	\$975.00	\$3,900.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/22/12
6.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7:28P- 7:57P (ET)	1		X	X	X	X			1	\$1,450.00	\$1,450.00	Norfolk (WVEC) (WVEC)	JEOPARDY	8/22/12
7.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	9A- 10A (ET)	2		X	X	X	X			2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/22/12
8.2	Normal Line / SPOT	09/21/12-09/21/12	4	:30	10P- 11P (ET)							1		1	\$4,125.00	\$4,125.00	Norfolk (WVEC) (WVEC)	20/20	9/19/12
9.1	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7:58P- 10P (ET)		1							1	\$4,325.00	\$4,325.00	Norfolk (WVEC) (WVEC)	DANCING WITH THE STARSEFF 9/24/12	8/22/12
10.1	Normal Line / NCAA - FOOTBALL	09/22/12-09/22/12	5	:30	3P- 7P (ET)							3		1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	CLLG FTBL SEP-DEC12	8/22/12
11.1	Normal Line / SPOT	09/22/12-09/22/12	5	:30	6P- 6:30P (ET)							1			\$275.00		Norfolk (WVEC) (WVEC)	WEEKEND NEWS	8/22/12
12.1	Normal Line / SPOT	09/23/12-09/23/12	4	:30	8A- 9A (ET)								1	1	\$525.00	\$525.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/22/12
13.1	Normal Line / SPOT	09/18/12-09/23/12	4	:30	11P- 11:35P (ET)	5		X	X	X	X	X	X	5	\$1,025.00	\$5,125.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/22/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



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14.1	Normal Line / SPOT	09/18/12-09/18/12	5	:30	9P- 10P (ET)			1							\$2,175.00		Norfolk (WVEC) (WVEC)	DANCING-STARS RESULTSEFF 9/25/12	8/22/12
15.1	Normal Line / SPOT	09/19/12-09/19/12	5	:30	9P- 10P (ET)				1					1	\$4,675.00	\$4,675.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTTRUST THE B IN A	8/22/12
16.1	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11:35P- 12:02A (ET)		1							1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTTRUST THE B IN A	8/22/12
17.1	Normal Line / SPOT	09/24/12-09/24/12	5	:30	7A- 9A (ET)		1							1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTTRUST THE B IN A	8/22/12
18.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12P- 12:57P (ET)		1							1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	part of M1	9/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 9/17
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I, Laura Bassett
do hereby request station time concerning the following issue:

Service Employees International Union

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:	\$ 29,155 Net
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This broadcast time will be used by: SEIU

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

844826

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Service Employees International Union 1800 Massachusetts Ave NW Washington, DC 20036
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Heather Stone Deputy Political Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012 Date Jana Baxell Signature (202) 350-5782 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Penne Marsh Signature Penne Marsh Printed Name NSC Title